



Texas Company's Participation in Trade Mission Pays Off

S U C C E S S S T O R Y

International Chem-Crete Corporation

COMPANY

International Chem-Crete, located in Richardson, Texas, manufactures over 200 construction chemicals that include environmentally-friendly concrete waterproofing, adhesives, coatings and structural repair for use in airports, bridges, roads, seaports and buildings.

Leveraging a Trade Mission

OPPORTUNITY

Radi Al-Rashed, President and CEO of International Chem-Crete Corporation, was one of eleven business representatives who teamed up with the U.S. Commercial Service on a trade mission to Egypt and Morocco. The mission included stops in Cairo, Casablanca, and Rabat.

Egypt is America's fourth largest trading partner in the Middle East, and its diversifying economy and well-educated labor force makes it an attractive market for U.S. exporters. U.S. trade with Morocco is on the rise, and our new Free Trade Agreement with Morocco will help to eliminate trade barriers and open that market further to U.S. products and services.

One Trip, Two Agreements, Big Results

RESULTS

As a result of the trade mission, Al-Rashed was able to forge two agreements. The first, a representation agreement with Technomechanic, an Egyptian company owned by Osman Group.8, will enable Chem-Crete to distribute its line of chemical-based products for construction, repair and the rehabilitation of Egypt's infrastructure. The agreement also provides for the possibility of manufacturing Chem-Crete's line of products in Egypt.

The second agreement was with the Moroccan firm Ynna Holding of Chaabi Group for major construction projects, which are expected to generate 500 - 1,000 jobs in Morocco.

"These agreements are a real 'win-win' for our company and for Egypt and Morocco," said Al-Rashed. "It is tremendously satisfying to know our products will make a vital contribution to the growth of



L-R (back): Eng. Ahmed Osman Ahmed Osman, Managing Director, Osman Group; Dr. James Joy, Commercial Counselor, Cairo, Egypt; Dr. Medhat Haroun, Professor, American University in Cairo & University of California in Irvine, CA. L-R (front): Maria Cino, Former Director-General; Mr. Radi Al-Rashed, CEO and President, International Chem-Crete; Eng. Sherine Zakaria Mostafa, Member of the Board, Osman Group.

these countries, and help promote economic opportunity and a better way of life for their citizens."

Al-Rashed noted that the firm was "extremely optimistic" about the long-term possibilities for expanded trade in this region of the world, and that the trade mission provided him with an excellent opportunity to meet potential business partners in a cost-effective manner.

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ABOUT US

Through our global network of trade specialists and unique products and services designed specifically for small and medium-size U.S. companies, the U.S. Commercial Service helps firms like International Chem-Crete increase their global sales. To learn more about the Commercial Service or to find a trade specialist near you, visit export.gov/cs or call 800-USA-TRADE. To learn more about the specific opportunities and challenges of doing business in the Middle East and how we can help, visit our Middle East Business Information Center at export.gov/middleeast.